

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	1680042
<b>Application Number:</b>	09767431
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	9566
<b>Title of Invention:</b>	Brand equity system and method of increasing the same
<b>First Named Inventor/Applicant Name:</b>	Charles L. Jones
<b>Customer Number:</b>	173
<b>Filer:</b>	John F. Colligan/Deborah Tomaszewski
<b>Filer Authorized By:</b>	John F. Colligan
<b>Attorney Docket Number:</b>	US20000181
<b>Receipt Date:</b>	13-APR-2007
<b>Filing Date:</b>	22-JAN-2001
<b>Time Stamp:</b>	11:08:19
<b>Application Type:</b>	Utility

### Payment information:

Submitted with Payment	yes
Payment was successfully received in RAM	\$ 910
RAM confirmation Number	1582
Deposit Account	231660
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: Charge any Additional Fees required under 37 C.F.R. Section 1.16 and 1.17	

### File Listing:

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Document Number	Document Description	File Name	File Size(Bytes)	Multi Part /.zip	Pages (if appl.)
1		US20000181amdRCE.pdf	63955	yes	10
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Amendment Submitted/Entered with Filing of CPA/RCE		1	1	
	Claims		2	5	
	Applicant Arguments/Remarks Made in an Amendment		6	10	
Warnings:					
Information:					
2	Examination support document	US20000181costco.pdf	69057	no	1
Warnings:					
Information:					
3	Request for Continued Examination (RCE)	US20000181RCE.pdf	641984	no	3
Warnings:					
Information:					
4	Fee Worksheet (PTO-06)	fee-info.pdf	8318	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			783314		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.